

## ORDER



KLAS

Orders	Order / Rev:	37423	Primary AE:	Mike Jones
	Alt Order #:	08873934	Sales Office:	K-WAS
	Product Desc:	Issue	Sales Region:	National
	Estimate:	1884		
	Flight Dates:	09/27/12 - 10/03/12		
	Original Date / Rev:	09/26/12 / 09/26/12		
	Order Type:	GENERAL		

Agency	Name:	Waterfront Strategies	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		1010 Wisconsin Avenue	Agency Commission:	15%
		Washington, DC 20007		

Advertiser	Name:	Patriot Majority	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:15:00
	Product Codes:	PO4	Advertiser External ID:	
	Priority:	LV1	Agency External ID:	
	Revenue Codes:	AGY, POL, ISS		

Bill Plan	Totals				
	Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	15	\$40,700.00	\$34,595.00	
10/01/12	10/03/12	23	\$29,700.00	\$25,245.00	
				Totals	
				38	
				\$70,400.00	
				\$59,840.00	
				0.00	

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$70,400.00
Market	100%	\$234,666.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$58,666.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$11,733.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/27/12	10/03/12	Craig Ferguson	CM	1237a-137a (12:37 XM-1:37 XM)	MTWTF--	:30	4	\$450.00	LV1	0.00	NM	4	\$1,800.00
LATE LATE SHOW															
		Start Date	End Date	Weekdays		Spots/Week		Rate		Rating					
		Week: 09/27/12	10/03/12	MTWTF--		4		\$450.00		0.00					
E 2	8	09/30/12	09/30/12		CM	8 News Now Sun A-----S		:30	1	\$700.00	LV1	0.00	NM	1	\$700.00

Order / Rev: 37423  
 Alt Order #: 08873934  
 Flight Dates: 09/27/12 - 10/03/12

Advertiser: Patriot Majority  
 Product Desc: Issue  
 Estimate: 1884

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				8 News Now Sun AM #1											
				8 News Now Sun AM #1											
				8 NEWS NOW SUNDAY MORNING- #1											
				Start Date	End Date	Weekdays			Spots/Week	Rate		Rating			
				Week: 09/24/12	09/30/12	-----S			1	\$700.00		0.00			
E 3	8	09/27/12	10/03/12	Letterman		CM	1135p-1237a		MTWTF--	:30	4	\$950.00	LV1	0.00	NM
				Letterman			(11:35 PM-12:37 XM)								
				LATE SHOW W/LETTERMAN											
				Start Date	End Date	Weekdays			Spots/Week	Rate		Rating			
				Week: 09/27/12	10/03/12	MTWTF--			4	\$950.00		0.00			
E 4	8	09/27/12	10/03/12	CBS This Morning	7-9a	CM	7-9a		MTWTF--	:30	5	\$1,000.00	LV1	0.00	NM
				CBS This Morning											
				CBS THIS MORNING											
				Start Date	End Date	Weekdays			Spots/Week	Rate		Rating			
				Week: 09/27/12	10/03/12	MTWTF--			5	\$1,000.00		0.00			
E 5	8	09/29/12	09/29/12	Politics Now S	Sebelius	CM	Various		-----S-	:30	1	\$1,000.00	LV1	0.00	NM
				Politics Now S	Sebelius		(5:30 PM-6:00 PM)								
				POLITICS NOW											
				Start Date	End Date	Weekdays			Spots/Week	Rate		Rating			
				Week: 09/24/12	09/30/12	-----S-			1	\$1,000.00		0.00			
E 6	8	09/27/12	10/03/12	Live w/Kelly		CM	9-10a		MTWTF--	:30	3	\$1,100.00	LV1	0.00	NM
				Live w/Kelly											
				LIVE! WITH KELLY											
				Start Date	End Date	Weekdays			Spots/Week	Rate		Rating			
				Week: 09/27/12	10/03/12	MTWTF--			3	\$1,100.00		0.00			
E 7	8	09/29/12	09/30/12	8 News Now 11p	Sa/SuCM		11-1135P		-----SS	:30	2	\$1,100.00	LV1	0.00	NM
				8 News Now Sa/Su 11p											
				8 NEWS NOW AT 11PM-WKND											
				Start Date	End Date	Weekdays			Spots/Week	Rate		Rating			
				Week: 09/24/12	09/30/12	-----SS			2	\$1,100.00		0.00			
E 8	8	09/27/12	10/03/12	8 News Now Noon	M-F	CM	12-1230p		MTWTF--	:30	5	\$1,200.00	LV1	0.00	NM
				8 News Now Noon M-F											
				8 NEWS NOW AT NOON											
				Start Date	End Date	Weekdays			Spots/Week	Rate		Rating			
				Week: 09/27/12	10/03/12	MTWTF--			5	\$1,200.00		0.00			
E 9	8	09/30/12	09/30/12	8 News Now Sun	5-7p	CM	5-7p		-----S	:30	1	\$1,500.00	LV1	0.00	NM
				8 News Now Sun 5-7p			(5:00 PM-5:30 PM)								
				8 NEWS NOW @ 4P (AFTER NFL)											
				Start Date	End Date	Weekdays			Spots/Week	Rate		Rating			
				Week: 09/24/12	09/30/12	-----S			1	\$1,500.00		0.00			
E 10	8	09/27/12	10/03/12	8 News Now 4p	M-F	CM	4-5p		MTWTF--	:30	2	\$1,600.00	LV1	0.00	NM
				8 News Now 4p M-F											
				8 NEWS NOW AT 4PM & 430PM											
				Start Date	End Date	Weekdays			Spots/Week	Rate		Rating			
				Week: 09/27/12	10/03/12	MTWTF--			2	\$1,600.00		0.00			
E 11	8	09/27/12	10/03/12	8 News Now 5-630p	M-FCM		5-630p		MTWTF--	:30	7	\$1,700.00	LV1	0.00	NM
				8 News Now 5-630p M-F											
				8 NEWS NOW ROTATION											
				Start Date	End Date	Weekdays			Spots/Week	Rate		Rating			
				Week: 09/27/12	10/03/12	MTWTF--			7	\$1,700.00		0.00			
E 12	8	09/27/12	10/03/12	8 News Now 11p	M-F	CM	11-1135p		MTWTF--	:30	2	\$2,500.00	LV1	0.00	NM
				8 News Now 11p M-F											
				8 NEWS NOW AT 11PM											
				Start Date	End Date	Weekdays			Spots/Week	Rate		Rating			
				Week: 09/27/12	10/03/12	MTWTF--			2	\$2,500.00		0.00			
E 13	8	09/30/12	09/30/12	Sun 7-8p		CM	7-8p		-----S	:30	1	\$25,000.00	LV1	0.00	NM
				60 Minutes											
				Start Date	End Date	Weekdays			Spots/Week	Rate		Rating			
				Week: 09/24/12	09/30/12	-----S			1	\$25,000.00		0.00			

Totals

38

\$70,400.00